



The Pima County-Tucson Task Force to Reduce Underage Drinking

Meeting Minutes
Thursday, April 24, 2008
8:00 a.m.-9:30 a.m.

Hardesty Center, Midtown Police Station
1100 S. Alvernon Way
Tucson, AZ 85719

In attendance: Paul Diaz-City of South Tucson, Renee Sowards-Ward 4, David Salafsky-UA Campus Health, Harvey Encinas-Luz Southside Coalition, Yolanda Herrera-Sunnyside NA, SNAPP, Alma Yubeta-Pima Community College, Amy Bass-Compass Health Care/Community Prevention Coalition, Aida Rios-Compass Health Care/Community Prevention Coalition, Mike Hill-State of Arizona/Department of Liquor Licenses and Control.

ITEM	ACTION	FOLLOW-UP
Welcome & Introductions	D. Salafsky called meeting to order. Introductions made by all present.	
Review of Past Meeting Minutes	Minutes reviewed from March meeting. Y. Herrera moved to approve the minutes. P. Diaz seconded the motion. The motion was approved by voice vote.	H. Encinas will send approved minutes to the City & County.
Social Host Letter to Hospitality Industry Recap	D. Salafsky talked about the Hospitality Letter along with the Social Host Ordinance already mailed out to hotels. R. Sowards talked about Limo letter were sent out to 8 or 9 Limo Companies. A meeting was held and the News were present. R. Sowards talked about going to Phoenix and presenting on Social Host, Red Tags, Limo Letter as well as a State person will represent Phoenix. She will also talk about Draw the Line and what the Task Force is doing. D. Salafsky talked about sending out the Hospitality letter next year in March to reach everyone in advance. Y. Herrera suggested sending the Hospitality Letter to schools and having them place it in news letters for everyone to see. A. Bass used Parent Town Hall Week at Tucson High as an example. They worked with Student Counsel to have posters placed around school, set up resource booths, and play trivia games. They also had Lt. Mike Pryor as a speaker at the Town Hall. A. Bass indicated that this could be used as an example for next school years funding as well as incorporating youth and do multiple schools. D. Salafsky talked about how some schools are using breathalyzers. Mike Hill indicated that they used breathalyzers last week at Country Thunder to check for underage drinking and it was very effective. He said they busted a fifteen year old underage drinker. Y. Herrera indicated that Sunnyside School district has on-site counsel. D. Salafsky suggested setting up a friend to friend system to help each other. A. Bass suggested to have befreepima.com available to all youth. D. Salafsky stated that the website could be a national site were youth can place questions. A. Bass indicated that this could be included in environmental strategies for next year. R. Sowards indicated that the Social Host Ordinance is only good for the City Limits and it could be taken to the Commission to help pass and extend it out to the County	

	<p>Limits. R. Sowards indicated that 24 people were cited in the City this year with the Social Host and are currently going through the courts. Y. Herrera indicated that this is an election year and we could use the Social Host as a Campaign. Group discussion about taking the Social Host to South Tucson, Sahaurita, Oro Valley, and Marana. R. Sowards stated that she could contact Policy representatives to further discuss this. Y. Herrera indicated that she could send a copy of the Social Host to her sister that works for the City Counsel in Sahuarita.</p>	
<p>Special Event Best Practices Brochure Update</p>	<p>D. Salafsky talked about Special Events Brochure. He talked to Arizona Department of Liquor License and Control, and the Director of Special Events, Lee Hill. He said they are interested in taking the special events liquor license brochure state wide. They are interested in placing the brochure on website. Group indicated that we have to ask them to make sure they place the Commission Logo on back of the brochure to get credit for it.</p>	
<p>Community Partner Updates</p>	<p>A. Bass talked about the Marana event were K. Briamonte took firefighters. She indicated that they over saturated information on Draw the Line. She also talked about the CPC partnering with Luz Southside Coalition and displaying Draw the Line Booth at the Cinco de Mayo event at El Pueblo Neighborhood Center on May 3rd from 12p-4p. A. Rios and H. Encinas will be helping to do interviews in Spanish about Draw the Line information and underage drinking. Amy informed group about the CPC Steering Committee has already been established. The steering committee will be working on environmental strategies that will include an integrated process that will include the Commission and Task Force. H. Encinas shared with group about his experience doing his Media presentation at the Cultural Competency training on April 18th, hosted by the CPC. He talked about the hidden messages that are given to target youth with underage drinking. Y. Herrera shared with group about seeing pornography right next to candy being sold at a convenient store. She indicated that in order to have best practices, we need to share dialogue with the community to get everyone involved. A. Bass talked about the Many Faces conference. Groups were broken down into corresponding areas that people felt they belonged to and worked on solutions. A. Bass indicated that she will use experience to help with planning and environmental strategies. Y. Herrera indicated that she is still waiting for the results to the alcohol density from D. Ijans to give the results. They have a May 12th deadline to meet. M. Hill offered some information on how they can help with alcohol density and to get liquor license demographics through the State of Arizona Department of Liquor Licenses and Control. Y. Herrera indicated that 90%-95% of gas stations sell alcohol. A. Bass shared with group on how changing social norms will help to facilitate on what kind of drinking behavior you will have and to help with not targeting low poverty areas. A. Bass shared with group about the CPC starting a news letter in the future and inviting Y. Herrera to write a column. P. Diaz shared with group on how he feels that it is</p>	

	important to have guidelines, but we must also know each others culture. A. Bass indicated that teens fought back against cigarettes, why shouldn't we get more teens involved in the community. P. Diaz shared with group that he had spoken to Senator Garcia about raising taxes and that he felt there was very little chance this will happen. D. Salafsky indicated that alcohol taxes have not risen since 1993. M. Hill talked about setting up a Liquor License Training on the week of June 8 th in place of having a Task Force Meeting. He will share this information at the next meeting.	
Adjournment	The meeting was adjourned.	

***Next meeting:** The next meeting of the Task Force will be Thursday, June 26, 2008, Hardesty Center, 1100 S. Alvernon Way, 8:00-9:30 a.m.